



FirstNet Training for Dell Sales Teams

Introductions



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Agenda

- What is FirstNet?
- What value FirstNet brings to your customers
- Which customers qualify for FirstNet
- Which Dell devices work with FirstNet
- What value FirstNet brings you
- How to introduce FirstNet to your customers
- How to overcome objections
- How to create estimates and orders in the Dell Sales Application (DSA)



What is FirstNet?

FirstNet is the Mobile Broadband network designated to first responders, public safety, and those that support their vital efforts.

Two Way Direct is Dell's Mobile Broadband Partner making ordering and deploying FirstNet Ready Devices simple and easy for both the customer and Dell Sales Teams.



Why FirstNet Mobile Broadband brings more value your customers

Efficiency. Mobile Broadband enables your customers to have connectivity for their device anywhere they go.

Dedicated Public Safety Network. FirstNet is the only Mobile Broadband in the country that brings a physically separate network core, with government oversight and accountability from the FirstNet Authority. Dedicated to public safety and those that support their vital efforts; FirstNet provides users with always-on, 24x7 priority and preemption service with no throttling. No other major commercial carrier can match the quality of the priority offered by FirstNet. The speed, performance and reliability provided by FirstNet allows emergency personnel to share videos, text messages, photos and other essential information during incidents in near real time and utilize location services to help with mapping capabilities during rescues and evacuations. Having an unlimited, reliable and fast Internet connection on a separate cellular network gives first responders the confidence they need to handle any emergency.

Nationwide Coverage. Reaches more than 99% of Americans supported by billions of dollars invested in people, processes, systems, and equipment designed to provide customers with the first nationwide, public safety grade LTE network.

Cost Savings. Eliminates the need to purchase and maintain external routers or hotspots for connectivity while increasing performance and improving security.

Additional Savings. Two Way Direct passes promotional offers through to Dell's customers for additional savings when they are available from the service provider. Effective 2/1/2021, for a limited time, FirstNet Agency Paid customers can receive a **\$300 credit** with purchase of select FirstNet Ready™ devices with new activation. The device must be activated with an eligible FirstNet plan. This promotion helps reduce the overall cost of their devices.

Easy Setup. The Dell partnership with Two Way Direct makes deploying a Dell device with FirstNet simple and easy. When the device arrives to the customer, it will be ready for deployment with clear path to resolution for any issues the customer may incur.

Who's eligible for FirstNet?

Primary Users are Public Safety Entities that act as first responders, the agencies who are at an emergency scene first. This includes law enforcement, fire protection services, emergency (911) call dispatching and government Public Safety Answering Points, emergency planning and management offices, and ambulance safety services.

Extended Primary Users are those agencies, organizations, non-profit or for-profit companies that provide public safety services in support of Primary Users. They provide mitigation, remediation, overhaul, clean-up, restoration, or other such services during or after an incident.

- Police / Police Cars / Police Agencies = **1.4M users**
- Fireman / Fire Trucks / Fire Stations = **1.5M users**
- EMS = **850K users**
- Healthcare Workers / Hospitals / Medical / Telemedicine / Telehealth = **86M users**
- Utilities = **216K users**
- Education = **610K users**
- Transportation = **2.8M users**

Complete FirstNet eligibility list [here](#)

FirstNet Ready Devices



Latitude 7220 Rugged Extreme



Latitude 7220EX Rugged Extreme



Latitude 7424 Rugged Extreme



Latitude 5424 Rugged



Latitude 5420 Rugged



Latitude 9420 (Laptop or 2-in-1)



Latitude 9520 (Laptop or 2-in-1)



Latitude 7320 (Laptop or 2-in-1)



Latitude 7420 (Laptop or 2-in-1)

Latitude 7520 (Laptop)



Latitude 7320 Detachable



What does this mean for you?

- **Customer Retention.** Just selling device is generally not going to be enough. Selling a solution based on the customers ecosystem and future desires for technology not only helps you with your goals but keeps Dell relevant and in a consultative position.
- **Customer Demand.** Rapidly growing customer demand with 2M+ FirstNet connections and 15K+ public safety agencies and organizations subscribed as of 2/17/2021 since it launched in 2018.
- **Customer Value.** Brings more value to your customers with a better network, cost savings, and easy setup.
- **New Lines of Business.** Leveraging existing relationships inside an agency or municipality to gain entry into new lines of business.

How to introduce FirstNet to your customers

1. How are you using these mobile devices (in the field, etc)?
2. How are you connecting to Mobile Broadband in the field (router or hotspot)?
3. If so, what carrier do you use?
 - FirstNet
 - AT&T
 - Verizon
 - T-Mobile
4. Do you have coverage, data throttling or bandwidth issues with your current carrier?
5. Have you heard of FirstNet?
 - Designated Public Safety Network, Nationwide Coverage, Cost Savings, and Easy Setup
6. Would you like me to have our Mobile Broadband Partner, Two Way Direct, reach out to you to discuss FirstNet in more detail?

They can provide all the information you'll need from rate plan pricing, carrier promos, coverage, and activation coordination. In the meantime, I'd be happy to send you a quote on the FirstNet Ready device with the FirstNet sim card already installed.

 - Call 888-413-5322 or email us at dell@twowaydirect.com

Overcoming Objections

1. AT&T coverage isn't good.

- When was the last time you checked the AT&T coverage?
- Possible demo opportunity if it was not recent
- Refer them to speak to TWD as you don't need to be a subject matter expert. We can speak to the buildout plan and utilization of partner towers.

2. Is FirstNet 5G ready?

- FirstNet users will have access to 5G wherever 5G for commercial use is currently available. However, Band 14 will stay on 4G LTE for the time being to protect public safety device investments, and key functionality.

3. Can I bring my 5G devices to FirstNet?

- If the device is considered "FirstNet Ready" that device can be brought onto the FirstNet network.

4. How do the rate plans compare to my current service from Verizon or T-Mobile?

- Government plans can differ by State and Agency – I would love to get you in contact with our FirstNet contact at Two Way Direct. They can give you a side-by-side comparison of the cost for each carrier.

How to Create Estimates & Orders for FirstNet Solutions in Dell Sales Application (DSA)

STEP 1: Select, add, and configure a customizable FirstNet Ready Dell Device

Latitude 7220 Rugged Extreme
Latitude 7220EX Rugged Extreme
Latitude 7424 Rugged Extreme

Latitude 5424 Rugged
Latitude 5420 Rugged
Latitude 9420 (Laptop or 2-in-1)

Latitude 9520 (Laptop or 2-in-1)
Latitude 7320 (Laptop or 2-in-1)
Latitude 7420 (Laptop or 2-in-1)

Latitude 7520 (Laptop)
Latitude 7320 Detachable

Configurable Products

Laptops & 2-in-1

› Alienware Laptops

› Chromebook Laptops

Latitude Laptops

› 9000 Series

› 7000 Series

› 5000 Series

› Latitude 3000 Laptops

› Chromebook Enterprise Series

Rugged Series

Latitude 5420 Rugged (latitude-14-5420-laptop)

Smart Selection - Dell Latitude 5420|CORE_I5_8-8350U|16GB (2DIMMS)|512GB SS|Non-Touch|1920x1.

Add

Dell Latitude 5420|CORE_I3_7-7130U|8GB (2DIMMS)|128GB SS|1920x1080|QCA61x4|W10|3C|14.0in - x.

Add Another

Configure



› Latitude 5424 Rugged (latitude-14-5424-laptop)

› Latitude 7220 Rugged Extreme Tablet (latitude-12-7220-tablet)

› Latitude 7220EX Rugged Extreme Tablet (latitude-12-7220-ex-tablet)

› Latitude 7424 Rugged Extreme (latitude-14-7424-laptop)

For assistance, please call 888-413-5322

How to Create Estimates & Orders for FirstNet Solutions in Dell Sales Application (DSA)

STEP 2: Add Mobile Broadband = AT&T

[114] Mobile Broadband

Qualcomm® Snapdragon™ X20 LTE (DW5821e) ATT [GILKQV7] [556-BBZI] [575-BBYX]

Help me choose

Mobile Broadband	Planned Quantity	Delta Price	DBC	List Price	Source	LT
<input type="radio"/> No Mobile Broadband Card [GLAU7Q1] [362-BB BB]		(\$309.00)	(\$9.00)/mo	\$0.00	Dell	2
<input type="radio"/> Qualcomm® Snapdragon™ X20 LTE (DW5821 e) Sprint [GRVML90] [556-BBZF] [575-BBYX]	 21	\$0.00	\$0.00/mo	\$309.00	Dell	1
<input checked="" type="radio"/> Qualcomm® Snapdragon™ X20 LTE (DW5821 e) ATT [GILKQV7] [556-BBZI] [575-BBYX]	 233	\$0.00	\$0.00/mo	\$309.00	Dell	1
<input type="radio"/> Qualcomm® Snapdragon™ X20 LTE (DW5821 e) Verizon [G5MX46I] [556-BBZJ] [575-BBYX]		\$0.00	\$0.00/mo	\$309.00	Dell	1

How to Create Estimates & Orders for FirstNet Solutions in Dell Sales Application (DSA)

STEP 3: Add the FirstNet Mobile Broadband Sim Card

Go to: Configuration Services > None Selected > Configuration Services Projects > Search & Add: Project ID **C63501**

Summary

System

Accessories

Service

Configuration Services

Add Tied Sku

Service SKU issues?

Configuration Services

Project

None Selected

Configuration Services Projects

C63501

Add

Configuration Services									
Project		C63501							
[650] CFI Required SKUs		Multiple Selected - [(1)-CFI_C63501_365-0257][(1)-CFI_C63501_366-0102][(1)-CFI_C63501_366-0134][(1)-CFI_C63501_375-3088][(1)-CFI_C63501_377-4856][(1)-CFI_C63501_377-5047][(1)-CFI_C63501_377-9902][(1)-CFI_C63501_381-1194][(1)-CFI_C63501_382-0130][(1)-CFI_C63501_490-0000]							
CFI Required SKUs		Quantity	Delta Price	DBC	List Price	Source	LT		
CFI Routing SKU [CFI_C63501_365-0257] [365-0257]		1	\$0.00	\$0.00/mo	\$0.00	Dell	1		
CFI/FEE,Custom Reporting, Low Complexity,Factory Install [CFI_C63501_366-0102] [366-0102]		1	\$10.00	\$1.00/mo	\$10.00	Dell	1		
Custom Hardware Installation [CFI_C63501_366-0134] [366-0134]		1	\$45.00	\$2.00/mo	\$45.00	Dell	1		
CFI Information,CSRouting,Eligible Factory Install [CFI_C63501_375-3088] [375-3088]		1	\$0.00	\$0.00/mo	\$0.00	Dell	1		
CFI Information,GCS,HWINSTALL, Customer Install [CFI_C63501_377-4856] [377-4856]		1	\$0.00	\$0.00/mo	\$0.00	Dell	1		
CFI Information,GCS,ADDRESS,3E G3,Customer Install [CFI_C63501_377-5047] [377-5047]		1	\$0.00	\$0.00/mo	\$0.00	Dell	3		
CFI Information,LT2TL2/L3,Factory Install [CFI_C63501_377-9902] [377-9902]		1	\$0.00	\$0.00/mo	\$0.00	Dell	3		
CFI INFO,COMPLEX-SOLUTION,Factory Install [CFI_C63501_381-1194] [381-1194]		1	\$0.00	\$0.00/mo	\$0.00	Dell	1		
CFI SIMCARD,THALES,6376B,FACTORY INSTALL [CFI_C63501_382-0130] [382-0130]		1	\$0.84	\$1.00/mo	\$0.84	Dell	1		
Configuration Services - Fulfillment Services [CFI_C63501_490-0000] [490-0000]		1	\$0.00	\$0.00/mo	\$0.00	Dell	1		

How to Create Estimates & Orders for FirstNet Solutions in Dell Sales Application (DSA)

STEP 4: Add the contact

Add the Mobile Broadband Customer Contact name, phone, and email in the ‘Shipping Address’ or ‘Shipping Instructions’ fields.

Line 1: Full Name

Line 2: Phone Number

Line 3: Email Address

Line 4: Required shipping service level as paid for in the order

STEP 5: Select 'Merge Center Shipping' as the ‘Shipping Method’ and indicate the required ‘Shipping Service Level’ within the ‘Shipping Instructions’ fields.

Two Way Direct will take care of the process from there to assure the unit is shipped ready to connect to the FirstNet Network.

▼ Shipping Group Information

Shipping Customer

Customer Name: [Redacted]
Customer Number: [Redacted]

[Change](#) | [Add New Ship To](#)

Shipping Address

Address: [Redacted]
City: [Redacted]
State: [Redacted]
Zip: [Redacted]
Country: [Redacted]

[Change](#) | [Edit](#)

[Add New Address](#) | [Add New Contact](#)

Shipping Method

Standard Delivery ▼

Shipping Price \$0.00

Contract & Promo Discounts \$0.00

Manual Shipping Discount:

Estimated Delivery Date:

Must Arrive By Date:

Shipping Instructions

[Add new shipping instruction](#) (6 of 6 left)



Additional Resources

Dell's Mobile Broadband Partner Portal:

www.twowaydirect.com/dell

Two Way Direct (Dell / FirstNet Support):

888-413-5322

dell@twowaydirect.com